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# Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330  
Letter No. 2447

Feb. 9, 1990



SECRETARY OF AGRICULTURE CLAYTON YEUTTER shares a laugh with his Press Secretary Kelly Shipp and agricultural reporters after his Feb. 6 USDA Radio news conference on the administration's 1990 farm bill proposals in Washington, D.C. Reporters include UPI's Chuck Abbott (left) and KRF's Sue Kirchoff (right of Shipp), Doug Palmer and Richard Cowan. (USDA Photo by Bob Nichols.)

THE BUSH ADMINISTRATION'S PROPOSED PLAN for new farm legislation would give farmers more opportunities to grow profit-making crops while reducing the amount spent on subsidies to prop up farm income. Yeutter said the proposal relies on "positive incentives" to help curb soil erosion, ground water contamination and other environmental problems. Contact: Kelly Shipp (202) 447-4623.

KEARNEY ASSUMES NEW DUTIES -- Sec. Yeutter has named Patricia Kearney to the position of acting assistant secretary for natural resources & environment. Kearney previously served as Yeutter's chief of staff. "Pat has played an integral part in developing the President's new initiative 'America the Beautiful' and is especially well equipped to provide leadership in implementing this important program," Yeutter said. Kearney, 35, headed Yeutter's transition team before being named chief of staff. Contact: Kelly Shipp (202) 447-4623.

BLUMENTHAL NAMED CHIEF OF STAFF -- Sec. Yeutter named Gary R. Blumenthal as his new chief of staff Feb. 2. Blumenthal has served as Yeutter's executive assistant since July 7. Blumenthal, 33, served USDA's Foreign Agricultural Service from 1983 to 1989, first as a legislative assistant and since 1985 as director of the agency's legislative affairs office. Contact: Kelly Shipp (202) 447-4623.

WHAT'S IN A NAME? USDA has a new video about wheat classes for wheat farmers, wheat breeders & extension agents. It's called: "What's in a Name? Differentiating Wheat Classes." The video describes the factors which contribute to the increasing difficulty in accurately distinguishing different classes of wheat using visual exam methods. For a copy of the video or a transcript, call: Keith Sanders (202) 475-3891.

TECHNICAL ASSISTANCE MISSION TO POLAND -- Sec. Yeutter sent a team of seven U.S. ag experts to Poland Feb. 6 through 15 as part of continuing U.S. efforts to aid Poland in establishing an efficient, privatized ag economy. Dr. Myron D. Johnsrud, administrator of USDA's Extension Service, will lead the team. The mission follows a technical assistance agreement signed in Warsaw Dec. 16. Contact: Nancy Sowers (202) 447-4651.



HERE'S USDA'S RADIO CREW with their favorite interview subject. Left to right: Gary Crawford, Brenda Curtis, Sec. Yeutter, Larry Collins, Maria Bynum. (USDA Photo by Bob Nichols.)

FROM OUR RADIO SERVICE

AGRICULTURE USA #1705 -- USDA's proposed fiscal year 1991 budget calls for program spending levels of \$68 billion. That's a \$1.7 billion increase over the fiscal year 1990 budget. Brenda Curtis reports on the spending plan as presented by Sec. of Agriculture Clayton Yeutter, Deputy Sec. Jack Parnell and Chief Budget Officer Steve Dewhurst. (Weekly reel -- 13-1/2 min. documentary.)

CONSUMER TIME #1187 -- Milk safety; a food label survey; tomato prices; targeting housing funds; birdhouses. (Weekly reel of 2-1/2 - 3 min. consumer features.)

AGRITAPE #1694 -- USDA News Highlights; 1990 farm bill; what next for crop insurance; rice program & payments; milk safety. (Weekly reel of news features.)

NEWS FEATURE FIVE #1306 -- Fire ant parasite; fire ant disease; milk sugar & cataracts; vitamin C & iron; updating the RDA. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Mon., Feb. 19 Federal Holiday; Tues., Feb. 20, Ag outlook, world ag outlook, catfish, crop/weather update; Thurs., Feb. 22, U.S. trade update, poultry production; Fri., Feb. 23, livestock update, wool production, world livestock production.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.  
Material changed at 5 p.m. EST each working day.

FROM OUR TELEVISION NEWS SERVICE  
(Feb. 8, 10 & 12)

FEATURES -- Chris Larson reports on snow survey; Dave Carter takes a look at the farm costs & returns survey; Joe Courson, University of Georgia, talks about extending the attractiveness of roses; and Lisa Telder reports on science student shortages.

ACTUALITIES: Sec. Yeutter on farm bill proposals for 1990; John Ginzel on livestock & poultry updates; Sara Short on latest dairy outlook.

NEXT WEEK -- Pat O'Leary reports on crop quality; DeBoria Janifer talks about USDA's Beagle Brigade.

Available on satellite Westar IV, audio 6.2 or 6.8:

THURSDAY . . . . . 7:30-7:45 p.m., EST, Transponder 12D  
SATURDAY . . . . . 10:30-11:15 a.m., EST, Transponder 10D  
MONDAY . . . . . 8:30-9:15 a.m., EST, Transponder 12D  
(Repeat of Saturday transmission)



OFFMIKE

RAILCAR...shortage is causing an economic crunch, says Mike Hergert (KNOX, Grand Forks, N.D.). Farmers need money to pay the banker, but the elevator operator won't buy grain because it can't be shipped. A two-month wait seems the rule rather than the exception in his area. Mike says the warm January has created an "open winter," no snow to protect soil from blowing. Above normal rainfall is needed this Spring.

NORTH...Central Region meeting of NAFB will be held in Grand Forks, N.D. June 7-9, hosted by KNOX radio.

TABLE...grape producers had a good harvest, says Roy Isom (KMJ, Fresno, Calif.). Wheat producers in the state face an uncertain future. The Russian wheat aphid arrived last year, and will likely impact yields this season. Some growers are using parasitic wasps against the pest. Roy says a test project is underway that uses lemon peels and manure to remove selenium from soil. Initial results are favorable.

### ***Farm Broadcasters Letter***

Office of Public Affairs  
Radio-TV Division  
U.S. Department of Agriculture  
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NICE...call from Linda Brekke (KATE, Albert Lea, Minn.) regarding how the station uses our radio programming and a request for an address given in a recent "Agriculture USA" program about rice produced by USDA's Brenda Curtis.

NATIONAL...Agriculture Day is Tuesday, March 20. National Agriculture Week is March 18-24.

CONGRATULATIONS...to NAFB president Lynn Ketelsen for his narration of "American Farmers ... Guarding Our Groundwater," a TV special to be aired during National Agriculture Week. A joint project by NAFB and DowElanco, the program presents a positive story about American agriculture. It marks the 9th consecutive national agriculture week presentation on TV.

AND...March is Nutrition Month.

A handwritten signature in dark ink, appearing to read "Vic Powell". The signature is fluid and cursive, written over the typed name.

VIC POWELL  
Chief, Radio & TV Division